

DAFTAR PUSTAKA

Apriliani, D. (n.d.). Menebak Karakter Seseorang Melalui Gaya Busana Sehari-hari.

Dari 9 Tipe Ini, Kamu Masuk yang Mana? Retrieved September 19, 2020, from <https://www.hipwee.com/style/menebak-karakter-seseorang-melalui-gaya-busana-sehari-hari-dari-9-tipe-ini-kamu-masuk-yang-mana/>

Astuti, E. D. (2013). Perilaku Konsumtif dalam Membeli Barang pada Ibu Rumah Tangga di Kota Samarinda. *EJournal Psikologi*, 1(2), 148–156. Retrieved from [http://ejournal.psikologi.fisip-unmul.ac.id/site/wp-content/uploads/2013/09/Jurnal \(09-06-13-04-35-44\).pdf](http://ejournal.psikologi.fisip-unmul.ac.id/site/wp-content/uploads/2013/09/Jurnal%20(09-06-13-04-35-44).pdf)

Barnes, L., & Lea-Greenwood, G. (2006). Fast fashioning the supply chain: Shaping the research agenda. *Journal of Fashion Marketing and Management: An International Journal*, 10(3), 259–271. <https://doi.org/10.1108/13612020610679259>

Bhardwaj, V., & Fairhurst, A. (2010). *The International Review of Retail , Distribution and Consumer Research Fast fashion : response to changes in the fashion industry*. (November 2014), 37–41. <https://doi.org/10.1080/09593960903498300>

CHI-SQUARE TEST OF INDEPENDENCE. (2021). Retrieved February 13, 2021, from Kenstate University Library website: <https://libguides.library.kent.edu/spss/chisquare>

Connolly, J., & Prothero, A. (2008). Green consumption: Life-politics, risk and

contradictions. *Journal of Consumer Culture*, 8(1), 117–145.

<https://doi.org/10.1177/1469540507086422>

Ekapaksi, N. (2016). Pengaruh Konformitas dan Harga Diri Terhadap Perilaku Pembelian Kompulsif Aitem Fashion (Studi Pada Mahasiswi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman). *Psikoborneo*, 4(3), 612–620.

Ensure sustainable consumption and production patterns. (2020). Retrieved September 9, 2020, from United Nation website:

<https://sdgs.un.org/goals/goal12>

European Commission. (2013). Attitudes of Europeans Towards Building the Single Market for Green Products. *Flash Eurobarometer*, (367), 1–13.

Farhanah, A., & Kusumastuti, A. E. (2020). *KESADARAN PRODUK RAMAH LINGKUNGAN SEBAGAI MEDIASI : KEPEDULIAN LINGKUNGAN DAN EFEKTIVITAS SOSIAL MEDIA*. 2(1), 65–80.

Fenalosa, A., Listiarini, I., & Dea Devita, V. (2020). *Highlight Belanja Online Indonesia 2019*. Retrieved from <https://iprice.co.id/insights/mapofecommerce/>

Generasi Z Lebih Konsumtif Menurut Riset, Apakah Benar Demikian? (2020). Retrieved from maucash.id website: <https://maucash.id/generasi-z-lebih-konsumtif-menurut-riset-benarkah-demikian>

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

Gilg, A., Barr, S., & Ford, N. (2005). Green consumption or sustainable lifestyles?

Identifying the sustainable consumer. *Futures*, 37(6), 481–504.

<https://doi.org/10.1016/j.futures.2004.10.016>

Green Lifestyle, Kunci Ketersediaan Pangan Berkelanjutan usai Pandemi. (2021).

Retrieved from jpnn.com website: <https://www.jpnn.com/news/green-lifestyle-kunci-ketersediaan-pangan-berkelanjutan-usai-pandemi>

Gumanti, T. ., & dkk. (2018). *Metode Penelitian Keuangan*. Jakarta: Mitra Wacana Media.

Haws, K. L., Winterich, K. P., & Naylor, R. W. (2014). Seeing the world through

GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. *Journal of Consumer Psychology*, 24(3), 336–354. <https://doi.org/10.1016/j.jcps.2013.11.002>

Heffner, D. C. (2021). Chapter 2.7: Analyzing Assessment Techniques. Retrieved from Allpsych.com website: https://allpsych.com/personality-theory/research/assessment_results/

Hidayat, A. (2016). Studi Tentang Pengaruh Kepedulian Lingkungan, Perilaku Konservasi, Dan Perilaku Pembelian Hijau Terhadap Sikap Skeptis Pada Iklan Hijau. *Universitas Negeri Yogyakarta*, 5(1), 1689–1699.

<https://doi.org/10.1017/CBO9781107415324.004>

Hidayatullah, S., Waris, A., & Devianti, R. C. (2018). Perilaku Generasi Milenial dalam Menggunakan Aplikasi Go-Food. *Jurnal Manajemen Dan*

Kewirausahaan, 6(2). <https://doi.org/10.26905/jmdk.v6i2.2560>

Homer, P., & Kahle, L. R. (1988). *A structural Equation Test of the Value Attitude Behavior Hierarchy.pdf* (pp. 638–646). pp. 638–646.

Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>

Liobikiene, G., & Bernatoniene, J. (2017). *Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review.*

Lu, L., Bock, D., & Joseph, M. (2013). *Green marketing : what the Millennials buy.* 34(6), 2–11. <https://doi.org/10.1108/JBS-05-2013-0036>

Marisa M, O., & Rowena, J. (2019). *PENGARUH BRAND IMAGE , HARGA DAN KUALITAS PRODUK PRODUK HIGH END MAKE UP AND SKIN CARE PADA GENERASI MILLENNIAL JAKARTA.* 7(2), 161–170.

Moriarty, S. E., Mitchell, N., & Wells, W. (2012). *Advertising and IMC.* 9.

Paço, A. do, Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of Cleaner Production*, 207, 998–1006. <https://doi.org/10.1016/j.jclepro.2018.10.105>

Putri, V. K. (2019). “Fast Fashion”, Budaya Konsumtif, dan Kerusakan Lingkungan. Retrieved March 30, 2020, from Detik.com website: <https://news.detik.com/kolom/d-4705049/fast-fashion-budaya-konsumtif-dan->

kerusakan-lingkungan

Ratriyana, I. N. (2019). Ekuitas Merek Lokal Jogja Di Mata Generasi Millenials.

Jurnal ASPIKOM, 3(6), 1163. <https://doi.org/10.24329/aspikom.v3i6.410>

Rita, R., Wandrial, S., & Inderadi, R. (2015). Analisis Pengaruh Situasi, Produk, Individu pada Perilaku Membeli dan Mengkonsumsi Makanan Ringan. *Binus Business Review*, 6(1), 153. <https://doi.org/10.21512/bbr.v6i1.998>

Santoso, I., & Fitriani, R. (2016). Green Packaging, Green Product, Green Advertising, Persepsi, dan Minat Beli Konsumen. *Jurnal Ilmu Keluarga Dan Konsumen*, 9(2), 147–158. <https://doi.org/10.24156/jikk.2016.9.2.147>

Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: A customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21–39. <https://doi.org/10.1007/s11747-010-0216-3>

Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.

Tahalea, S. (2015). *BUDAYA FASHION DI JALANAN DALAM STREET PHOTOGRAPHY*. 12(2), 211–226.

Trisnawati, T. Y. (2016). Fashion sebagai Bentuk Ekspresi Diri dalam Komunikasi.

Jurnal The Messenger, 3(2), 36. <https://doi.org/10.26623/themessenger.v3i2.268>